

## **Idaho Millennium Fund – Grant Application**

### **Executive Summary**

- November 30, 2006
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- **Project Description:** *Un Imagen Positiva* – Positive Self Image is a key determining factor in tobacco and substance cessation or abuse among youth. The Community Council of Idaho offers a strong Youth Development Program through out Southern Idaho. These programs available through our Community Resource Centers use; Life Management Skills training, summer opportunities (including a TEENS training event), Drug and Alcohol classes and counseling, a Mentoring Program, Academic Tutoring, Supportive Services, and Occupational skills experiences as a process to prepare the youth to meet the challenges of adolescents and adulthood. The program works though coordinated group activities and individual experiences to help youth develop socially, morally, emotionally and intellectually. Our program produces positive changes in at-risk youth, and with this increased positive self-image comes a greatly reduced likelihood of the individuals using tobacco, alcohol or other abusive behaviors.

Our program incorporates all of the indicators given in the **Tobacco Control Best Practices of August 1999**. These indicators are strengthening; family relationships, academic performance, life skills, positive youth activities and active-coordinated intervention. The program will focus our efforts by adapting a successful Oregon Model of activities sponsored through local county health departments with activities that include: Engaging youth directly to plan and conduct community campaigns, working with judges and retailers to develop education and diversion projects, developing educational presentation and strengthening tobacco youth policies in schools and community centers, conducting a campaign on smoking in the home, offering smoking cessation programs through drug and alcohol agencies and using specific community messages for culturally diverse populations. Our program has been a positive

experience for many youth throughout southern Idaho and with the adaptation of these core focus areas, we intend to strengthen our reach into the community. Historically our youth participants have been limited to youth who qualify under federally defined guidelines as members of Migrant or Seasonal Farm worker families.

According to data provided by the **Idaho Department of Education** for the 2005-06 school years Latino enrollments represented 12.83% of enrollment in public schools. This is a total enrollment statewide of 33,244. In 2000-01 a survey of 19 school districts with over 10% Latino enrollment gave an enrollment figure of 13,252 Latino students. While the 2000-01 figures and 2005-06 figures are not exact comparisons, they do indicate a significant growth in Hispanic student enrollment in the five year period. We propose to develop a program that will serve this new demographic of Latino youth. Idaho's Latino communities are more than ever permanent residents who are joining the ranks of other rural low-income populations who remain poorly paid, poorly housed and poorly educated. Through this grant we will expand our program capacity to serve all Latino and Low Income at-risk youth through tobacco and substance education and counseling.

- **Targets:** Our participation goal for this program will be to serve Migrant and Seasonal Farmworker, Latino and Low-income non-MSFW youth. We will engage these youth through existing programs offered through our Community Resource Centers, Housing Communities and Head Start Centers, focusing our efforts on Minidoka, Cassia, Canyon, Owyhee, Payette, Twin Falls, Bingham and Bonneville counties. These counties represent over three fourths of Idaho's Latino population.

The program will target youth at-risk. A report issued by the **National Council of La Raza, Hispanic Education: A Statistical Portrait** found that Latino students continue to be at-risk of failure and dropping out of school. Students with two or more risk factors are twice as likely to be in the lowest grade and test score distributions and six times as likely to not envision graduation from high school. These students lack a positive self-image. These students strongly reflect the community of tobacco, alcohol and substance users. Latino students have the highest incidence of a single risk factor of all major groups and are almost three times as likely as white students to have two or more risk factors. Additionally 43% of Latinos age 19 and older are not enrolled in high school or have no high school diploma. Our target population is to serve Latino and Low-income youth from the identified counties, who are at-risk.

- **Requested Funding:** \$154,575.00
- **Total Project Budget:** \$173,075.00

## UN IMAGEN POSITIVA

*"...there has to be someone who is willing to do it, who is willing to take whatever risks are required. I don't think it can be done with money alone. The person has to be dedicated to the task. There has to be some other motivation."*

Cesar Chavez

The Community Council of Idaho (*formerly the Idaho Migrant Council*) has always been composed of individuals who possess this critical motivation! For over 35 years we have worked together to develop a community-based membership organization dedicated to enhancing the lives of Idaho's Latino, migrant and seasonal farm workers and other low-income individuals and families.

The reach of our organization stretches from American Falls, to the Treasure Valley, as well as north through the panhandle. The staff and services of the Community Council of Idaho renew their commitment daily, to ***Preserving Cultures*** and ***Renewing Lives!***

Today, the Community Council of Idaho is a strong private non-profit corporation working to improve the cultural, social, and economic status of Latinos, migrant and seasonal farm workers, and other low-income individuals and families. As a resource available throughout Idaho, we are committed to improving people's lives through:

- Human & Civil Rights Advocacy
- Workforce Preparation
- Education
- Social Services & Family Counseling Services
- Housing Opportunities
- Economic & Community Development
- Health Services
- And Cultural Awareness!

The service counties that are identified within this proposal extend across the southern portion of the State of Idaho. The Community Council of Idaho divides this portion of the state into three regional service areas and maintains six offices within these regions.

These offices are located in:

- Region I – Southwestern Idaho
  - Payette in Payette County
  - Caldwell in Canyon County
- Region II – South Central Idaho
  - Twin Falls in Twin Falls County
  - Burley in Cassia County
- Region III – Southeastern Idaho
  - Blackfoot in Bingham County
  - Idaho Falls in Bonneville County

Each of these offices provides a variety of services, including employment and training assistance, supportive services, emergency assistance, ESL services and support and referral services through Migrant and Seasonal Headstart, Economic & Community Development, community-based mental health and counseling services.

We help individuals and families to improve their economic well being by providing services related to *economic improvement, education, and family and community counseling.*

### **CC Idaho Organization and Staff**

The program staff will use the existing resources of the Community Resource Center and Central Idaho Council staff to support the expansion efforts of this program, including:

- Adam Danny Ozuna, Executive Director of the Community Council of Idaho
- Dionicio Peña, Director of Employment & Training, with supervisory responsibilities for the Community Resource Centers, and Youth Development Programs
  - CRC & Employment & Training Staff will continue to support these program staff
- Youth Counselors based in the Regional CRC's, represent and serve farm workers, and rural low-income families throughout the Hispanic Community. The individuals are responsible for direct Outreach services through our community partner agencies, schools, and related youth gathering locations. They also act as Youth Development Program coordinators at the various CRC locations, mentoring to participants, coordinating meetings, leadership planning, etc.
  - Youth Technicians will provide support to these staff, to allow for the expansion of services to facilitate the additional youth participants, while not directly duplicating Outreach/Counseling activities. It is important for our clients, other agencies and our Youth participants, that we appear with a single presence.

### **Organizational Budget**

#### **Expenses: 7/01/2004-6/30/2005**

Salaries:	\$5,784,034.00
Benefits:	\$ 1,613,374.00
Consultants & Prof. Fees:	\$ 245,701.00
Travel:	\$ 175,650.00
Rent & Utilities:	\$1,059,148.00
Supplies:	\$ 599,442.00
Program Operations:	\$2,392,497.00

**Total Expenses:                    \$11,694,196.00**

**Revenue:**

Grant Support:	\$10,110,487.00
Contributions:	\$ 137,851.00
Interest Income	\$ 4,129.00
Other Income	\$ 474,042.00
Rental Income:	\$ 708,075.00

**Total Revenue:                    \$11,434,584.00**

**Purpose of Request:**

Our primary goal will be to develop a Community Program to Reduce Tobacco Use by developing a High Risk Youth Program for both in school and other youth. The program will incorporate a variety of structured program elements targeted at Latino and low-income youth. We will be serving the hardest to serve participants. Participants with multiple barriers, including drug/alcohol addiction, students who are low income, students who often come one parent households and students who are one grade or more lower than peers in their age group. The program mix will be constructed to meet the needs of all youth in an individualized and culturally sensitive way.

The past experience of the Community Council of Idaho indicates that the experience of Idaho's Hispanic residents is similar to the data reported by the National Council of La Raza. The significant characteristics of our past clients (statewide):

- Served an annual average of 4,260 poverty level families
- Average annual income was \$4,758.99
- Average family size is 4.02
- Average educational level of participant or head of household was 8 years
- Average age of head of household was 33.1

All of these characteristics point to a young, uneducated population hampered in its attempts at upward mobility by limited education, experience and income. The majority of Latino's who smoke, use alcohol or other substances, or drop out do so not because they necessarily want to, but because they feel disenfranchised, they feel unwelcome in school. A phrase has been coined in our state calling attention to this epidemic problem, where some call this a problem of students "dropping out," from school and some from society. There are those in Idaho who contend that this is a "push out" problem. Our program will provide community-based support that helps youth-participants build a sense of belonging that is essential to motivate them to stay in school and avoid at-risk behaviors. We will help them develop a positive self-image to avoid smoking, alcohol or other substances. We will create a program that provides a focused Community Program that will collaboratively link to existing School and Enforcement Programs.

CC Idaho will assist youth to achieve in several major areas:

- Drug and Alcohol classes and counseling through Salud Y Provecho a licensed Level I Outpatient Substance Abuse Program of CC Idaho
- Academic Tutoring, and Education supports through the Community Resource Centers of CC Idaho
- Life skills training, and Supportive Services
- Occupational skills experiences
- A Mentoring Program involving CC Idaho staff and members
- And Social and summer opportunities

While we will incorporate the existing resources of the Community Council of Idaho into the program, the scope and design of these services will vary by community and be developed by the Youth Involvement Groups. Through this youth managed approach we will create environments where individuals will be assisted in learning to make successful choices. They will learn to make decisions that lead to success, like abstinence from tobacco, alcohol and other substances, deciding to make progress toward graduation from high school and prepare for post-secondary education, and other skills such as leadership, conflict resolution, managing resources, interpersonal skills, and employment skills. This will be our immediate goal in working with individual participants, to help them identify the strength within themselves to achieve a positive self-image.

We will use our existing core service model, including outreach, recruitment, and need (defined as risk factors, rather than federal eligibility) to reach into the youth communities.

#### **Organizational Capacity:**

The Community Council of Idaho has met the challenge of working with At-Risk Youth and Youth Development Programs since 1993:

- We offered our first Summer Youth Program in 1993, students participated in a program involving life management skills training, career explorations with trips to local college campuses.
- We administered a program to serve At-Risk Latino youth at the secondary level to provide dropout prevention, increase self-esteem to increase post-secondary participation. The Youth Advocates worked with schools, school counselors, teachers, parents, and community role models to help our students improve their academic skills and develop positive self-image.
- We also received funding in 1996 for school-to-work and dropout prevention services.

A common element in the development of all of these programs has been the overall organizational structure available to support our efforts to serve these at-risk youth through Youth Development Programs. The Council has a documented history of 18 years of providing at-risk youth, and Youth Development Programs for migrant and seasonal farm workers, and low-income farm workers. It is our organizational goal to

continue to expand our abilities to provide opportunities for Latino and Low-income youth to experience success. We want to use Youth Development Opportunities to develop youth who will make safe and sane decisions regarding tobacco, alcohol and substance abuse. Our goal will mirror the goal of the 1999 Report – *“The goal of comprehensive tobacco control programs is to reduce disease, disability, and death related to tobacco use by*

- *Preventing the initiation of tobacco use among young people.*
- *Promoting quitting among young people and adults.*
- *Eliminating nonsmokers’ exposure to environmental tobacco smoke (ETS).*
- *Identifying and eliminating the disparities related to tobacco use and its effects among different population groups.”*

And the Community Council of Idaho brings a history of cooperative relationships, which will be applied, to this program. The cooperative spirit of our organization begins with our Executive Director who is an advocate and representative for the causes of education and youth through the Caldwell YMCA Board of Directors and as a former administrator with the Idaho Department of Commerce and Labor he has a broad understanding of these issues. The administrator of the Community Resource Centers has served on the Idaho State Board of Education Hispanic Education Taskforce, serves on the WIB Youth Council. All CC Idaho Community Resource Center staff are collaborators who regularly coordinate with other service agencies, schools, other agency and farm worker resources within the communities that we serve.

Our Community Resource Centers bring the following in-place linkages to this program:

Service to Youth Partner	Type of Agency
Colleges & Universities: Boise State University College of Southern Idaho Idaho State University Treasure Valley Community College University of Idaho	Public Post Secondary Education
Boise State University – High School Equivalency Program - HEP	Public High School Equivalency
Albertson College	Private Liberal Arts College
Eastern Idaho Technical College	Professional Technical Institution
Local Schools Districts	Public Secondary Education
Idaho Department of Health & Welfare	Family & Children’s Services
Community Council of Idaho Supporting Programs	Employment & Training Mental Health & Counseling Parent’s Center
Idaho Community Action Association	Emergency Support Services
Local Workforce Investment Boards (WIBs)	Non-profit board of private business and service providers

Idaho Works, IDOL	One-Stop Service Centers
Idaho Department of Labor	Employment Training Services
Workforce Development Council	Advisory to the Governor

Additionally, our Youth Counselors and Outreach staffs are trained to provide an array of services in training, counseling, educational assistance, and job-skills. These staff members are trained to provide services to our youth in a holistic manner. However they will also be held accountable to monitor and follow-up with each participant. They are professionals at assisting youth development programs, they focus on building strong self-image. The Youth Counselors are the essential program staff for the project responsible for identification, recruitment and enrollment of the youth participants. These individuals will also coordinate the specific youth events that we hold during the year, incorporating appropriate professional resources to provide specific counseling, training, or other special events. These professional resource staff may be drawn from the Community Council of Idaho resources or through other appropriate partner relationships.

The Youth Counselors and Outreach staff will work at each physical location of the program to create Youth Leadership Committees, which will work through and with the Youth Leaders to determine specific elements of each geographic areas and assist in developing service models, and a major service project. The current major programs of the MSFW program year are participation in the Hispanic Youth Symposium an annual event designed to encourage Hispanic teens to seek brighter futures for themselves and their families by staying in school using, mentoring/dropout prevention, pride in Latino culture/history, encouraging students to pursue higher education. Creating a positive self-image. The second major activity recognizes the value of service activities, the Community Council of Idaho youth development program coordinates with the “make a difference day,” area facilitators to provide a day of service to the community. The third area of involvement that will be incorporated into this Youth Development Program is a Secondhand Smoke Awareness and Smoking Cessation project that has been funded through the State of Idaho, Department of Health and Welfare. This project will target the service points of CC Idaho across the southern portion of the State of Idaho.

- **Region I – Southwestern Idaho**
  - Affordable Housing Community in Hammett
  - Central Offices in Caldwell
  - Community Resource Center in Caldwell
  - Salud Y Provecho in Caldwell
  - Migrant & Seasonal Head Start Centers in Bonners Ferry, Caldwell (2), Hammett, Mountain Home and Nampa
- **Region II – South Central Idaho**
  - Affordable Housing Communities in Burley, Heyburn and Twin Falls
  - Community Resource Centers in Burley and Twin Falls
  - Migrant & Seasonal Head Start Centers in Burley and Twin Falls
- **Region III – Southeastern Idaho**
  - Affordable Housing Communities in American Falls, Blackfoot and

#### DuBois

- Community Resource Centers in Blackfoot and Idaho Falls
- Medical Clinic Sites in Blackfoot, Idaho Falls and Roberts
- Migrant & Seasonal Head Start Centers in Aberdeen, Blackfoot, Idaho Falls (2) and Roberts

Staff from each of these regional service points will be involved in our projects and form a collaborative team for our Millennium Fund Project. This project will exist as a part of the cooperative of community-focused services that we provide as advocates for the Hispanic Communities of Idaho.

#### **Process:**

The MSFW Youth Development Programs of the Community Council of Idaho are currently implementing a Second Hand Smoke Project based upon the AESOP model for Community Involvement. We will adapt this approach to develop youth led projects which will extend the reach of the activities to involve the youth and their communities in developing Smoking Cessation and Substance Abuse education projects. We will implement a program focused on Smoking Cessation and Substance Abuse education that will draw extensively from community outreach work first developed in San Francisco. We will adapt the AESOP project published in 1998 by the Department of Health and Human Services. This document outlines a phased approach for project development that identifies three steps in developing a project; Formation Phase, Evaluation-Testing Phase and an Implementation Phase which will extend the scope of our project into the fabric of the Idaho Migrant Council. This phased approach to project implementation will ensure that we take appropriate actions prior to the final on-going Implementation phase.

**The Formation Phase** During the Formation Phase we will conduct site-based community assessments of services currently available, potential external partners, and identify specific site-based community needs related to *At-risk Behaviors and Smoking Cessation* appear to remain unmet. We will develop a collaborative model using a Train-the-Trainer model and recruit youth participants, conduct informal community SCANS to determine the locations that should be identified for "Outreach and Education" and how the available community centers, and other community access buildings can be used.

Local youth groups will follow methods used in the AESOP experience. Two specific approaches that will be adapted are *A Storytelling Model Using Pictures for telling the hazards of Smoking and Tobacco Use Behaviors and Elements of an Intensive Outreach Program for Hispanic Youth*. The importance to youth of storytelling in modeling of behavior and teaching about their lives has been extensively addressed by the late Joseph Campbell (Campbell, 1988), and through empirical research in the self-help Community (Rappaport, 1993). We will use local CC Idaho facilities to hold these community/youth-focused "reality groups," and develop locally based trained mentor-trainers through a Train-The-Trainer model for each identified community. The storytelling model will incorporate the theoretical foundations of the Stages-of-Change Model. We will focus on the five stages of change. (Fishbein and Rhodes, 1997) We anticipate that the training cycle will be comprised of the following three sessions:

**Phase I – Identifying the Community Needs and Problems.**

This initial step in the development of the project will use broad-based community focus sessions to identify community needs and known services, concerns, reality check externally defined problems, provide awareness education to the community, and identify and recruit potential trainer-mentors for the later phases of the project. Identify community risk factors related to *Tobacco Use Issues and Risk Behaviors* of youth.

**Phase II – Teaching and Reinforcing Risk Reduction Skills with Illustrations.**

During this step in the training/program development process we will introduce two important topics related to the future success to the mentor/community outreach approach; *The Community-based Storytelling Approach* and the concepts related to *Risk Reduction Education and Smoking Cessation*.

**Phase III – Stages-of-Change/Train-the-Trainer Training**

Review Illustration-using interventions, Stages-of-Change Model, Risk Reduction Education and identifying the particulars of the community focused outreach needs and developing an on-going youth led campaign.

The most immediate aspects of preparing for this program include:

- Internal staff training, staff expansion, information events for the collaborative partners, involvement of the current participants in developing the expanded program areas.
- The inclusion of IMS Salud Y Provecho and Parenting Center staff in planning for more involved in the program sessions, to provide a broader array of services.
- Adjusting the physical space requirements within the CRC's to meet the expanded capacity
- The day-to-day activities are the activities of the Youth Counselor, outreach, recruitment and organizing support of the Youth Development Groups. They also will include coordination of the mentoring project, youth developed programs and projects, and otherwise supporting each Regional Youth Development Groups individual activities.

And these programs will also have the advantage, because the physical presence of the CRC's. These facilities are already know, positive entities in the community life of the Latino Communities.

**Evaluation Plan:**

The evaluation of the program will be based upon threes distinct measures:

1. Program participants will be administered pre and post participation surveys to measure their attitudes toward their future, themselves and alcohol, tobacco and substance use. These instruments will be developed or selected with the assistance of the Salud Y Provecho staff to correspond with training sessions that will be offered regarding substance abuse training, DUI information, Anger Management classes, and self esteem related exercises.
2. The program will also measure attitudes of participants during “focus

group sessions, that will occur during specific events, such as TEENS training, summer activities, and other extended events. These events will also involve significant community stakeholders, participants from within the Community Council of Idaho, partners from post-secondary and secondary schools, and family members.

3. And each individual participant’s attitudes will be measured during interviews conducted pre-enrollment, and periodically during the year. This data will be shared with our partner organizations to assist us in planning the focus of future community and sponsored events.

Based upon the results of these measurement tools, the activities of the group will be adjusted and focused to provide the necessary supports for the desired program outcomes.

**Education: A Statistical Portrait** found that Latino students continue to be at-risk of failure and dropping out of school, these students are the same youth who are reflected in both National and Idaho research as being more often involved or exposed to the risks associated with tobacco usage. According to the **Hispanic Profile Data Book – 2004** released by the **Idaho Commission on Hispanic Affairs** the following results from the **Idaho 2003 Youth Risk Behavior Survey** are guiding our desire to use youth as the vehicle for our project.

<i>Percentage of Youth who. . .</i>	Non-Hispanic	Hispanic
<i>Ever tried cigarette smoking</i>	41.4	61.6
<i>Smoked a whole cigarette before age 13</i>	14.2	31.2
<i>Smoked cigarettes during past 30 days</i>	12.9	24.0
<i>Smoked cigarettes on 20 + days of past 30 days</i>	5.7	8.1
<i>Smoked two+ cigarettes per day, of past 30 days</i>	7.7	11.8
<i>Smoked more than 10 per day, of past 30 days</i>	0.4	1.6
<i>Smoked cigarettes on school property, of past 30 days</i>	2.1	9.2
<i>Think they will be smoking cigarettes during coming year</i>	17.5	29.2
<i>Think they will be smoking cigarettes in five years</i>	7.9	19.9
<i>Parents or guardians have never/rarely discussed tobacco dangers</i>	67.5	55.0
<i>In the same room with someone who was smoking in the last 7 days</i>	48.7	48.9
<i>Rode in care with someone who was smoking in the last 7 days</i>	32.3	39.0

Latino youth have the percentages reported of these risk factors. Our target population is to serve Latino and Low-income youth throughout our service programs who are at-risk and their families. Through the combination of resources of our existing service points we will create a strong **Smoking Cessation Campaign** and work to create **Un Imagen Positiva!**

**Sustainability:**

The Community Council of Idaho has supported Youth Development Programs for MSFW students since 1993, our commitment to the empowerment of youth, through

developing positive self image is well documented. This increased capacity will continue to be supported through existing program mechanisms, and will be a focus of future funding efforts. We will based upon the information collected during this initial year, began to solicit sponsor partnerships and other grant opportunities.

**Budget:**

- **Total Project Budget:**        **\$173,075.00**
- **Requested Funding:**         **\$154,575.00**

<b>Budget Matrix</b>		
<b>Budget Category</b>	<b>Millenium Funding</b>	<b>Second Hand Smoke Funding</b>
Personnel	\$31,200.00	\$12,000.00
Benefits	\$12,106.00	0
Travel	\$7,515.00	\$1,800.00
Equipment & Supplies	\$7,475.00	\$3,000.00
Contractual Services	\$450.00	0
Other Expenses	\$17,484.00	\$800.00
Training Costs/Stipends	\$78,345.00	\$900.00
<b>Total</b>	<b>\$154,575.00</b>	<b>\$18,500.00</b>

- **Personnel**     ½ time Youth Counselor Technicians (3) will provide essential support to the existing Youth Outreach/Counselors at each of the three service regions. 1.5 FTE @31,200.00.
- **Benefits**       \$31,200.00 x 38.8%
- **Travel Expenses**     Staff travel allowances for outreach activities
- **Equipment & Supplies**     Copier, self-assessment tools, program materials, and related desktop supplies. This figure reflects our experience with Youth Development Programs.
- **Contractual Services**         Outside training and technical assistance.
- **Other Expenses**         Operating expenses associated with Youth Development Program, such as telephone, internet access, participant insurance, and other administrative expenses.
- **Training Costs/Stipends**     Training options for youth participants, participation fees for individual youth, and related program costs for participants.